



2017 PROGRAM APPLICATION

Main Street Community

Due: Monday, October 31, 2016

WASHINGTON STATE MAIN STREET PROGRAM APPLICANT ELIGIBILITY REQUIREMENTS

In order to be eligible to apply to be a Washington State Main Street Community, a local organization must complete an application and meet the following criteria:

PRIOR TO ACCEPTANCE:

- Be an independent, recognized 501c3 or 501c6 nonprofit organization with the sole mission of revitalizing a traditional downtown commercial district.
- Have a clearly defined Main Street district with the primary focus area on the traditional historic commercial core.
- Have a comprehensive downtown revitalization strategy following the National Main Street Center's Main Street Approach structure which includes implementing a balance of activities in the areas of Organization, Promotion, Design, and Economic Vitality.
- Have an appropriate vision statement, mission statement, budget, goals, objectives, activities, and a comprehensive annual work plan.
- Have in-place an active volunteer board of directors representing downtown stakeholders to oversee the local program.
- Have in-place at least four strong and active committees: Organization, Promotion, Design, and Economic Vitality.
- Have in-place a minimum level of staffing, based on population, to achieve the Local Organization's mission, goals and Annual Work Plan. Community population is determined by the latest census from the United States Census Bureau.
 - Community population of 0-2500: part-time, volunteer Executive Director.
 - Community population of 2501-5000: part-time, paid Executive Director.
 - Community population over 5001: full-time, paid Executive Director.

UPON ACCEPTANCE:

- Maintain a strong historic preservation ethic and consult with WSMSP on historic preservation issues.
- Provide an orientation to the Main Street Approach for board and committee members at least once per year to help them understand the overall comprehensive revitalization effort. This can be a training session, information packet, etc.
- Provide requested information to the WSMSP including quarterly online reports which track revitalization statistics, key performance measures and progress of the organization.
- Representation from the Local Organization is mandatory at the following: RevitalizeWA Preservation & Main Street Conference; two of three Main Street Network Leadership Meetings at various locations throughout the state.
- Complete an annual Main Street District Trends Survey.
- Complete the annual Washington Main Street Program reporting process.
- Participate in an on-site Progress Visit every three years, as resources allow.

PART I: ORGANIZATIONAL INFORMATION

Applicant Organization: _____

Website: _____

Mailing Address: _____

City, State, Zip Code: _____

Executive Director: _____ Board President: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Write your organization's mission statement here. Also indicate when it was developed and by whom.

Federal taxpayer identification number: _____

Please check the tax exempt status of your organization: 501(c)3 501(c)6

Date Incorporated: _____

Is your community a Certified Local Government (CLG)? Yes No

+ Attachment A: IRS Letter of Determination regarding your organization's tax status.

+ Attachment B: Organization's most recently adopted Articles of Incorporation and Bylaws. These documents should contain information about the purpose of the organization, a description of the boundaries of the program (by street names), and a general description of the types of activities/ scope of work to be undertaken by the organization. If this information is not clearly identified in these documents, please provide it on an additional attachment.

+ Attachment C: Organizational chart. Please include current list of board members, including officers, business affiliation or position in the community, and their term limits.

PART II: MAIN STREET DISTRICT PROFILE

This section is designed to provide an overview of the physical layout of the district as well as its prominent characteristics.

Describe the physical boundaries for your proposed Main Street district and why you have selected those boundaries.

+ Attachment D: Minimum of ten current photographs that illustrate your downtown district; can include specific historic structures, downtown events, aerial/context images, etc.

+ Attachment E: Map clearly outlining the proposed district/program area.

Describe the characteristics that you feel make the downtown a cohesive and recognizable district with distinct features or architectural character.

If the district contains newer low-density automobile-oriented commercial development, strip mall developments, or enclosed shopping centers, briefly explain how these developments fit and are fully integrated within the parameters of the downtown district.

Please provide a brief overview of the history of the downtown district, including early history, economic forces at work in the area, any major revitalization efforts undertaken in the past, key turning points in the district's economy, and where it is today.

Describe the major strengths and opportunities of your downtown.

Describe the major challenges facing your downtown.

PART III: BASELINE STATISTICS

Washington Main Street Communities track key statistics on a regular basis. Having baseline information about your district during the early stages of the revitalization process will help your organization tell its story and show impact as work progresses.

Please list the current statistics for the downtown area within the proposed Main Street District boundaries.

Street-level vacancy (%): _____

Avg. commercial rental rate (\$/sq. ft.): _____

Upper-floor vacancy (if known) (%): _____

Avg. residential rental rate (\$/sq. ft.): _____

Number of total buildings: _____

Number of housing units: _____

Number of buildings 50+ years old: _____

Please list the number of *property types* in each of the following categories:

Please list the number of *business types* in each of the following categories:

Industrial: _____

Retail: _____

Commercial: _____

Restaurants: _____

Government: _____

Service: _____

Religious: _____

Professional: _____

Undeveloped: _____

Government/ Nonprofit: _____

Industrial: _____

Religious: _____

Other: _____

PART IV: GOALS OF THE MAIN STREET ORGANIZATION

This section is designed to identify your community's short-term and long-term goals for downtown revitalization, as well as the immediate actions that your organization will take if selected to participate in Washington's Main Street Program.

If there has been a vision statement developed for the organization, write it here. (A vision statement is different from the mission statement.) Also indicate when it was developed and by whom. If you don't currently have a vision statement, please leave this space blank.

List the five most important downtown revitalization goals that you hope to accomplish in the next two years.

List the five most important long-term downtown revitalization goals that you hope to achieve through working in the Main Street Approach.

PART V: UNDERSTANDING AND IMPLEMENTING THE MAIN STREET APPROACH

This section is intended to identify what your community has done to learn about the Main Street Approach and what you feel are the benefits of working with Washington's Main Street Program.

Describe what steps your community and applicant group have taken to learn about the Main Street Approach, such as attending conferences, reading informational materials, holding community meetings, etc.

Describe what steps your applicant group has taken to educate the broader community about the Main Street Approach, such as social media posts, blogs, newspaper articles, community meetings, etc.

List what you think are the benefits of working with the WSMSP and what you think WSMSP will provide to your organization and to the community's downtown revitalization effort.

+ Attachment F: Proposed full organization work plan for 2017. Include committee names, purposes, and list of committee members

Describe at least one key success the organization has achieved under each of the four points:

Organization:

Promotion:

Design:

Economic Vitality:

What are the top three challenges in your community that each of the committees is addressing?

Organization:

Promotion:

Design:

Economic Vitality:

PART VI: SUPPORT FOR THE PROPOSED LOCAL MAIN STREET ORGANIZATION

In order to create a successful Main Street organization, your community will need to involve a variety of individuals and organizations – not just city government and downtown business and property owners.

Indicate the level of understanding and support for the local revitalization effort among the following entities. If any explanation is needed, please include that below.

	Active Partnership	Developing Partnership	Passive Partnership	None
City government:				
Civic groups/other non-profit organizations:				
County government:				
Cultural organizations:				
Downtown business owners:				
Downtown property owners:				
General citizenry:				
Historic preservation groups:				
Major industry in/near community:				
Schools in/near the community:				
Other institutions in/near the community (e.g. hospitals, foundations, etc.):				
Other:				

If you would like to explain or elaborate on any of the partnership indications made above, do so here:

- + Attachment G: Two letters of support from community stakeholder groups.
- + Attachment H: Three letters of financial support from downtown business or property owners.
- + Attachment I: One letter of support from the local governing body.
- + Attachment J: Organization's current year (2016) real budget
- + Attachment K: Organization's three year (2017-2019) projected budget.

PART VII: ADDITIONAL INFORMATION

Include any other information in support of your application that is not related in previous sections of this application.

PART VIII: SIGNATURE

I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization and that I have examined both the completed application and attachments. To the best of my knowledge the information contained in these documents is true, correct and complete. I understand the eligibility requirements and acknowledge contributions received through this program will be solely used to meet our mission and work plan goals. I also understand that our organization must reapply if changes occur that could potentially affect our eligibility status (purpose, boundaries, general activities).

On behalf of the organization, I also agree to submit information regarding tax credit contributions and use of these funds to the Washington State Main Street Program as requested.

Executive Director Signature: _____

Printed Name: _____ Date: _____

Board President Signature: _____

Printed Name: _____ Date: _____

Due: Monday, October 31, 2016

Please submit the completed application and attachments digitally to:

Breanne Durham
bdurham@preservewa.org

If necessary, digital files on a flash drive or disc may be mailed to:

Breanne Durham
Washington Trust for Historic Preservation
1204 Minor Avenue
Seattle, WA 98101

Please avoid sending hardcopy/printed materials.

CHECK LIST OF ATTACHMENTS:

- A: IRS Letter of Determination.
- B: Articles of Incorporation & Bylaws.
- C: Organizational chart & board list.
- D: Ten current photographs.
- E: Map of proposed Downtown District.
- F: Proposed full organizational workplan & committees.
- G: Two letters of support from community stakeholder groups.
- H: Three letters of financial support from downtown business or property owners.
- I: One letter of support from the local governing body.
- J: Organization's current year (2016) real budget.
- K: Organization's three year (2017-2019) projected budget.